

RUEKEL

BEST QUALITY
**MIXED
PAINT**

"A BETTER PAINT
FOR LESS MONEY"

THE RUEKEL WHITE LEAD CO.
ST. LOUIS, MO.



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Quantity of Ruekel Paint Required to Cover a Given Surface:

Measure the distance around the building in feet, multiply this by the average height in feet, divide by 250, which will give you the number of gallons of Ruekel Paint required.

EXAMPLE

Width of Front	-	25 feet
Width of Rear	-	25 feet
Length of Side	-	35 feet
Length of Side	-	35 feet
		120 feet

Multiply by average	
height	- - - - 25 feet

Divide by 250 - - 3000 sq. ft.

Requires 12 gallons of Paint, two coat work.

If building is in fairly good condition divide by 300.

RUEKEL BEST QUALITY MIXED PAINT

A STRICTLY HIGH - GRADE product made in a scientific manner, well ground and tinted with chemically pure, non-fading colors.

Economical, durable and satisfactory paint, possessing excellent covering capacity and wearing qualities, also permanency of color, and is an ideal paint for either outside or inside work.

The reputation of Ruekel Paint for reliability, economy and service makes it an easy seller for the dealer and a favorite with the consumer. It's a Paint that the dealer can conscientiously recommend.

QUALITY GUARANTEED

RUEKEL

BEST QUALITY MIXED PAINT

+++

A practical Paint made of the
BEST materials thereby pro-
ducing a Paint of excellent

BEAUTY,
DURABILITY and
COVERING POWER

Produced in Outside White,
Inside White, Black and
shades shown on opposite
page.

+++

THE
RUEKEL WHITE LEAD CO.

ST. LOUIS : MISSOURI

RUEKEL'S

Trimmers



438—Pea Green

696
194
White



194—Canary

058
White



058—Gray

414
White



636—Terra Cotta

414
White



374—Snuff Brown

112
414
White



112—Lead

414
White

GUARANTEED MIXED PAINTS



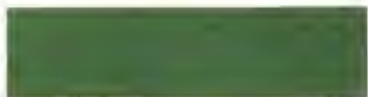
074—French Gray



753—Rich Blue



278—Spruce



456—Green



094—Pale Gray



136—Sky Blue

Trimmers

058
414

For
Ceilings
Etc.

636
White

518
414

058
278

058
White



236—Straw



518—Moss Green



658—Indian Red



414—Brown



*696—Blind Green



*953—Vermilion

Trimmers

278
438

278
414

456
White

194
White

*
For
Blinds

*
For
Brack-
ets, Etc.

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